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In the Simplest Terms, In the Most Convenient Definitions: 2.0 Tools for Education and Outreach

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Well, well. Here we are. We have something like exactly one hour and thirty minutes to think about why we're here.

This morning I am going to focus on the 2.0 tools I have used in my work. I won't be spending time on delicious, YouTube, and so many others I may use personally or that others have covered better than I **[slide YouTube]**. In some ways I am just picking some of the lowest and easiest fruit to pick for this morning realizing that next to the last session on Friday afternoons, Saturday morning sessions sometimes need special consideration for what you as attendees and we as presenters are looking for. So I will be sharing some of my experiences with Flickr **[slide Flickr]**, blogs **[slide WM blog]**, wikis **[slide CampusSecrets]**, and FB **[slide MARAC]**.

And, roughly, I will comment on their use for professional development, outreach, administrative tasks, and documentation. I don't know that there will be a great deal of time for reflection, but I will fit a bit in here and there. One last disclaimer, I don't expect that I will be offering any truly "new" tools to this morning, but I do hope that my words and experiences will encourage those of you who have not tried some or all of these to join in as this is where people, we-your users-are.

As a *professional development* tool, Facebook offers us the "talking in the hallway or at the bar" at the conference **[slide Archivists w/o a Cause]** opportunity. We're mingling and chatting with some folks we have known for years and others we have seen around and just literally bumped into accidentally spilling our wine on (with the FB equivalent being accidentally sending the quiz "Which member of the A-Team are you?") What FB is great for is the catching on status updates - what new project is someone working on, frustrated with, or excited about?

[slide FB acs] Or in this case, when are we working on presentations for MARAC and other important matters. I did not join archives-related groups and make so many archivists my friends because I expected high-level discussions. In fact, I mostly dreaded the never-ending "jokes" and stories that I remember from the archives listserv and I have been surprised that more of that sort of thing is not going on in FB groups. But then I remind myself that it probably is, just on individual's pages and in private groups I have not been invited to join.

There is also of course our need for a social outlet, hence the social networking part of this morning.

"So it's sorta social, demented and sad, but social. Right?"

I have found just enough professional content to satisfy my expectations, whether it is the posting of links to relevant news stories or a link to a blog posting summarizing the workshop Karen Walton Morse offered for her Buffalo Libraries colleagues on FB for librarians. Certainly blogs have in some ways been a more effective tool for this than FB and I would just direct you to the collections of links available online such as from the blog ArchivesNext.

Let me move on to an area in which I have much more to share: *outreach*. **[slide Grenander blog]** We launched a blog at the University at Albany because...because...well, mostly because one of the librarians who some of you may know of, *Laura Cohen*, was a great proponent of things 2.0 before there was a 2.0 and the library had purchased a Moveable Type license and, uh, I wanted a blog for something other than my personal self-indulgent reasons. These were mostly professional self-indulgences.

For further insight on this blogging experience, I would refer you to a song by *the Sprites* "*I Started a Blog Nobody Read*." Now, that's not actually true because I know there were

a couple archivists and friends who read because they did occasionally leave a comment or send me an email about a post. This blog was meant to be an all-purpose blog for the department: announcing new collections and finding aids, upcoming events, coercing grad students into writing about what they do, trivia, and in the case of this slide-drive traffic to an online exhibit filled with wonderful information about many of the university's buildings. Even though this blog did not have a particularly active readership, it did serve a purpose and we'll be starting a similar blog at William and Mary soon.

[slide WM blog] The blog Mary Comes to the College with William is an effort with a defined term of activity inspired by the WWI blog Experiences of an English Soldier, which is providing transcripts of the letters of Harry Lamin from the first World War 90 years after they were written.

This blog will build on previous online exhibits created by the Special Collections Research Center (SCRC) about the first women students at the College of William and Mary, "The Petticoat Invasion": Women at the College of William and Mary, 1918-1945 and The Martha Barksdale Papers. While filled with great information and resources, those two efforts were created over 10 years ago in time for the 80th anniversary of the admission of women to the College. So we are presenting this information in a new manner as well as adding more images and documents and linking to other resources that are already online such as theses and the SCRC Wiki. The appearance of these two exhibits has nagged at me for quite some time, but finding the time to dedicate to their make over had not materialized and besides, did not simply want to redesign a 1990s era online exhibit, but wanted to re-present the content and make it even more robust. So after hearing about the WWI blog and what a great success it has been, I began thinking about collections we held that might lend itself to a similar method of delivery. I thought. I sent an email to my colleagues looking for suggestions. I thought some more. Finally, the 90th anniversary of the admission of women to the College of William and Mary came to mind and the idea for this blog was born. As publicity for this anniversary increases over the summer and into the fall we expect the traffic and subscribers to increase and if nothing else, we know that it will always have an audience with the 435th undergraduate student to write a paper about the university going coed. We also hope that it will create a new generation of donors-the children and grandchildren of these women who have not already given material.

[slide FB Swem] Facebook as an outreach tool to students, alumni, faculty, and staff seems to be a mixed bag to date. I do think posting links to our repository's website, Flickr, exhibits, announcing events, etc. is important and certainly plan to continue to do so. Has the response to the events we have created in Facebook been overwhelming? No, but I like to think it can only grow with subsequent events and at least it is getting our event before a few more eyeballs even if they do not attend.

[slide FB SCRC] Have legions joined the Special Collections group? No, but it is going where people are and, especially important to an institution concerned with building relationships for development and advocacy purposes, it is another way we can maintain connections with faculty, alumni, and others wherever they spend a bit of their time. **[Slide Flickr People]** And it provides a great place to keep potentially useful evidence against colleagues.

I began using Flickr at UAlbany as a place to put images from department events and exhibits and used it very little.

[slide Flickr Artifacts] At W&M, I began using it because I had been contacted by an institution interested in borrowing a 19th century fraternity pin and I thought, why not put the images online and since the department has a history of agonizing and struggling to

make decisions on new systems, databases, online exhibits, etc. I knew an online image database was not exactly on the horizon, so into Flickr it went and it was soon joined by images of other artifacts as we began the process of reviewing and rehousing the University Archives artifact collection. Then there were images of exhibit cases, events in the Library, and on and on.

[slide Flickr Deb] I have noticed that the images in the department's Flickr account that appear as thumbnails in my Facebook account have much higher numbers of views - routinely in the range of 10 times as many views as the other images in the account. While I realize of course that it could be just you folks 90% of the time clicking through to my images over and over again, I would assume you have better things to do and might wonder "haven't I already seen this piece of a bell that survived a fire in 1859??" But then again, outreach in the academic setting is not just about students, alumni, and faculty/staff, but you, my esteemed colleagues, who might learn a little something about our holdings and pass that on someday. However, the most popular images have been the lucky few that another archives/library-type has posted to their blog, which has then driven traffic to the image. See for example, the recycled paper art project featuring a librarian as the measuring stick for a pile of recycling or the Dewey Decimators t-shirt the library created in the 1980s to mark its conversion to LC.

[slide Flickr t-shirt] As of Tuesday, there were 532 images in the Flickr account which had 3,596 views. I'm not disappointed by those numbers. Again, not a lot of comments and those we do have tend to be from other institutions and former student workers, but we're glad to have them. We don't expect to be the Library of Congress on Flickr-not that there is anything wrong with that- and we do expect that as we consciously increase our visibility through cross-promotion, being active in groups, etc. these numbers will grow.

[slide wiki Asian American students] Just beginning: TJ's research, student posted on FB, group came to SCRC, which led to an influx of material from various student orgs

Administrative needs being met:

[slide wiki class] Central storage for class statistics, information on what was pulled so we can reuse for other classes, students can return to page if they want to see something we pulled for show and tell

[slide wiki Archon]

[slide wiki AHA archives] why not do this sort of thing? or create a page on Wikipedia? copy and paste and then you can say you've worked on a wiki

[slide FB Shawna] she isn't on FB all that much, but as soon as I posted this she sent an email whereas she had been ignoring us for weeks

Documentation

[slide Nichol FB]

I did not join Facebook to "find" any of my friends from back in the day (though they do seem to find me) or because I needed another social networking option. I joined to find out about the life of the institution I had moved to, in particular what students and alumni have to say about their university and the groups and connections they form with each other. Documenting these unofficial student activities is difficult and nearly impossible if they are not posting flyers on campus for the archivist to happen upon as in the past, so I look for postings and links in places like Facebook. I am not simply grabbing the content created in Facebook, but do attempt to follow-up by contacting students and alumni to talk about

their organization, event, etc. and how we can best document X and add records to the University Archives.

[slide Nichol=Dumbledore]

[slide Nichol video & images]

[slide Flickr Nichol]

To wrap up here, **[slide FB Presidents Park]** I admit that some FB pages and groups do not receive the recognition they deserve, but that does not mean they are not appreciated and enjoyed. Do not fear your FB group, page, or event will have no takers, as someone-even if it is just your friends and not your hoped for audience-will join if only in fb.

[slide Flickr tagcloud]

And while most views on Flickr are from the silent masses or archives and library folks surfing for weird library and archives things, at least I have my tagcloud.

[slide FB Breakfast Club]

So Dear MARACians, I accept the fact that we had to sacrifice a Saturday in detention - I mean a conference - for whatever it was we did wrong or right depending on your point of view. But I think you're crazy to make a session telling you what we think new web tools for education and outreach are. You see these tools as you want to see them...In the simplest terms, in the most convenient definitions. But what I hope we find out is that each one of these is a connector...

[Andrew Clark](#): ...and an outreach archivist...

[Allison Reynolds](#): ...and a basket case...

[Claire Standish](#): ...a marketer...

[John Bender](#): ...and a time waster...

[Brian Johnson](#): Does that answer your question?... Sincerely yours, the Breakfast Club.

[slide links]